

## ORDER



KSDK

**Orders**  
**Order / Rev:** 716286  
**Alt Order #:** 06334800  
**Product Desc:** NIXON FOR GOVERNOR  
**Estimate:**  
**Flight Dates:** 09/25/12 - 10/05/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Campaign Group  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust Street  
 Philadelphia, PA 19102

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Nixon, J / D/ Governor  
**Demographic:** A35+  
**Product Codes:** PL-Governor  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	85	\$60,735.00	\$51,624.75
10/01/12	10/05/12	20	\$15,365.00	\$13,060.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	85	\$60,735.00	\$51,624.75	0.00
October 2012	20	\$15,365.00	\$13,060.25	0.00
<b>Totals</b>	<b>105</b>	<b>\$76,100.00</b>	<b>\$64,685.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	09/25/12	09/28/12	LN (M-F) LN (M-F)	CM	10-1035p	- 1111 - -	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1111 - -		4				\$1,800.00		0.00			
2	KSDK	09/25/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	- TWTF - -	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -		3				\$300.00		0.00			
3	KSDK	09/25/12	09/28/12	M-F 6-7A 6-7a	CM	6-7A	- 1111 - -	:30	4	\$675.00	P-2	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1111 - -		4				\$675.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KSDK	09/24/12-09/30/12	M-F 6-7A		6-7A	- TWThF - - - -	:30		<del>(\$675.00)</del>		0.00	NM		
		Credited [credit spots, mkgd's on new lines]													
4	KSDK	09/25/12	09/28/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- 1111 - -	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1111 - -		4				\$675.00		0.00			
5	KSDK	10/01/12	10/01/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M - - - - -	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 716286  
 Alt Order #: 06334800  
 Flight Dates: 09/25/12 - 10/05/12

Advertiser: Nixon, J / D/ Governor  
 Product Desc: NIXON FOR GOVERNOR  
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KSDK	10/01/12	10/01/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$675.00		0.00			
6	KSDK	10/01/12	10/01/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$1,650.00		0.00			
7	KSDK	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1035-1137p	-1111--	:30	4	\$375.00	P-2	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1111--		4				\$375.00		0.00			
8	KSDK	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	-TWTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--		3				\$150.00		0.00			
9	KSDK	09/29/12	09/29/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$300.00		0.00			
10	KSDK	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$525.00		0.00			
11	KSDK	09/29/12	09/29/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$525.00	P-2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Sat 9a		9-10A	-----Sa--	:30		<del>(\$525.00)</del>		0.00	NM		
See MG 11.2,11.3,11.4 [Prgm Change]															
2	KSDK	09/29/12-09/29/12		SAT TDY		7-9A	-----Sa--	:30		\$525.00		0.00	NM		
Ⓜ MG for 12.1,11.1 [n/a]															
3	KSDK	09/29/12-09/29/12		Sat Prime A		7-8p	-----Sa--	:30		\$400.00		0.00	NM		
Ⓜ MG for 12.1,11.1 [n/a]															
4	KSDK	09/27/12-09/28/12		M-F 11-12P		11A-12P	---ThF----	:30		\$200.00		0.00	NM		
Ⓜ MG for 12.1,11.1 [n/a]															
12	KSDK	09/29/12	09/29/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$600.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Sat 5p		5-530P	-----Sa--	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 11.2,11.3,11.4 [Prgm Change]															
13	KSDK	09/29/12	09/29/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$650.00		0.00			
14	KSDK	09/25/12	09/25/12	Tue Prime C Parenthood	CM	9-10P	-T-----	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----		1				\$2,700.00		0.00			
15	KSDK	09/25/12	09/28/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-1111--	:30	4	\$1,350.00	P-2	0.00	NM	4	\$5,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSDK	09/25/12	09/28/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	- 1111--	:30	4	\$1,350.00	P-2	0.00	NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$1,350.00		0.00			
16	KSDK	10/01/12	10/01/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/01/12-10/07/12	630-7P Wheel See MG 16.2 [NA/Oversold]		630-7P	M-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
	2	KSDK	10/01/12-10/01/12	630-7P Wheel Ⓜ MG for 16.1 10/01 [Reinstated]		630-7P	M-----	:30		\$1,000.00		0.00	NM		
17	KSDK	09/30/12	09/30/12	NFL Regular Season Fo NFL Regular Season Football	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$5,250.00	P-2	0.00	NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$5,250.00		0.00			
18	KSDK	09/25/12	09/28/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	- 1111--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$250.00		0.00			
19	KSDK	09/25/12	09/28/12	M-F 10-11A News at 10am	CM	10-11A	- 1111--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$150.00		0.00			
20	KSDK	09/25/12	09/28/12	M-F 11-12P Today Show III	CM	11A-12P	- 1111--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$200.00		0.00			
21	KSDK	09/25/12	09/28/12	M-F Noon News Noon News	CM	12-1230p	- 1111--	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$275.00		0.00			
22	KSDK	09/25/12	09/28/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	- 1111--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$200.00		0.00			
23	KSDK	09/25/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1-2P	- 1111--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/24/12-09/30/12	M-F 2-3p		2-3p	MTWThF----	:30		\$200.00		0.00	NM		
	2	KSDK	09/24/12-09/30/12	M-F 2-3p		2-3p	MTWThF----	:30		\$200.00		0.00	NM		
	3	KSDK	09/24/12-09/30/12	M-F 2-3p		2-3p	MTWThF----	:30		\$200.00		0.00	NM		
	4	KSDK	09/24/12-09/30/12	M-F 2-3p		2-3p	MTWThF----	:30		\$200.00		0.00	NM		
24	KSDK	09/25/12	09/28/12	M-F 3-4p Ellen	CM	3-4p	- 1111--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$450.00		0.00			
25	KSDK	09/25/12	09/28/12	M-F 4P News News 5 at Four	CM	4-430P	- 1111--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$600.00		0.00			
26	KSDK	09/25/12	09/28/12	M-F 430-5p Jeopardy	CM	430-5p	- 1111--	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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26	KSDK	09/25/12	09/28/12	M-F 430-5p Jeopardy	CM	430-5p	- 1111--	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$675.00		0.00			
27	KSDK	09/25/12	09/28/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- 1111--	:30	4	\$1,200.00	P-2	0.00	NM	5	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111--		4				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/24/12-09/30/12	M-F 5P News		5-530P	- TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
				See MG 27.5,27.6											
				[Spots did not air - Severe WX cut in ]											
	5	KSDK	10/01/12-10/01/12	M-F 430-5p		430-5p	M-----	:30		\$750.00		0.00	NM		
				Ⓜ MG for 27.1 09/25											
				[n/a]											
	6	KSDK	10/01/12-10/01/12	Tonight Show		1035-1137p	M-----	:30		\$450.00		0.00	NM		
				Ⓜ MG for 27.1 09/25											
				[n/a]											
28	KSDK	09/25/12	09/28/12	M-F 5P News Nightly new Adj	CM	528-530p (5:28 PM-5:30 PM)	- TWTF--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF--		2				\$1,800.00		0.00			
29	KSDK	09/25/12	09/27/12	M-F 4-5A 4-5A	CM	4-5A	- 2-2---	:30	4	\$40.00	P-2	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 2-2---		4				\$40.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KSDK	09/24/12-09/30/12	M-F 4-5A		4-5A	- T-Th----	:30		<del>(\$40.00)</del>		0.00	NM		
				Credited											
				[credit spots, mkgd's on new lines]											
30	KSDK	09/30/12	09/30/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$1,350.00		0.00			
N31	KSDK	09/29/12	09/29/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$500.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/24/12-09/30/12	630-7P Wheel Sat		630-7P	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
				See MG 31.2,31.3											
				[Spots did not air- Golf Overrun ]											
	2	KSDK	10/05/12-10/05/12	M-F 10-11A		10-11A	-----F----	:30		\$200.00		0.00	NM		
				Ⓜ MG for 31.1 09/29											
				[n/a]											
	3	KSDK	10/05/12-10/05/12	M-F 2-3p		2-3p	-----F----	:30		\$300.00		0.00	NM		
				Ⓜ MG for 31.1 09/29											
				[n/a]											
32	KSDK	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$975.00	P-2	0.00	NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$975.00		0.00			
33	KSDK	10/01/12	10/01/12	Mon Prime Other The Voice	CM	7-9p (7:00 PM-9:00 PM)	M-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$3,500.00		0.00			
34	KSDK	10/01/12	10/01/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$350.00		0.00			

Order / Rev: 716286  
 Alt Order #: 06334800  
 Flight Dates: 09/25/12 - 10/05/12

Advertiser: Nixon, J / D/ Governor  
 Product Desc: NIXON FOR GOVERNOR  
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
35	KSDK	10/01/12	10/01/12	M-F 10-11A News at 10am	CM	10-11A	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$200.00		0.00				
36	KSDK	10/01/12	10/01/12	M-F 11-12P Today Show III	CM	11A-12P	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$250.00		0.00				
37	KSDK	10/01/12	10/01/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$300.00		0.00				
38	KSDK	10/01/12	10/01/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$250.00		0.00				
39	KSDK	10/01/12	10/01/12	M-F 2-3p Dr. Oz	CM	2-3p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$300.00		0.00				
40	KSDK	10/01/12	10/01/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$450.00		0.00				
41	KSDK	10/01/12	10/01/12	M-F 4P News News 5 at Four	CM	4-430P	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$400.00		0.00				
42	KSDK	10/01/12	10/01/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$1,000.00		0.00				
43	KSDK	10/01/12	10/01/12	M-F 5P News Nightly News Adj.	CM	528-530p (5:28 PM-5:30 PM)	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$1,500.00		0.00				
44	KSDK	10/01/12	10/01/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$1,650.00		0.00				
45	KSDK	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	M-----	:30	1	\$190.00	P-2	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$190.00		0.00				
46	KSDK	09/29/12	09/29/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$1,800.00		0.00				
47	KSDK	09/30/12	09/30/12	NFL Regular Season Fo NFL Regular Season Football	CM	Various	-----S	:30	1	\$5,250.00	P-2	0.00	NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$5,250.00		0.00				
48	KSDK	09/26/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	--WTF--	:30	2	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--			2		\$300.00		0.00				

Order / Rev: 716286  
 Alt Order #: 06334800  
 Flight Dates: 09/25/12 - 10/05/12

Advertiser: Nixon, J / D/ Governor  
 Product Desc: NIXON FOR GOVERNOR  
 Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
48	KSDK	09/26/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	-- WTF--	:30	2	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-- WTF--	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		M-F 5-6A		5-6A	-- WThF----	:30		<del>(\$300.00)</del>		0.00	NM		
Credited [credit spots, mkgd's on new lines]															
49	KSDK	09/28/12	09/28/12	M-F 4-5A 4-5A	CM	4-5A	---- F--	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---- F--	1		\$40.00		0.00						
50	KSDK	09/28/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	---- F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---- F--	1		\$300.00		0.00						
51	KSDK	09/28/12	09/28/12	M-F 6-7A 6-7a	CM	6-7A	---- F--	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---- F--	1		\$675.00		0.00						
													Totals	105	\$76,100.00